

UNIVERSIDADE CATÓLICA PORTUGUESA  
CATÓLICA-LISBON SCHOOL OF BUSINESS AND ECONOMICS



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# Relationship of Call Centre performance with Caller Satisfaction and Sales

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# Abstract

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Contact centres in general have long been fighting the battle of providing high quality service and/or high commercial ability at the lowest cost possible. For this reason, it is important to know what affects customer satisfaction, so that quality of service is most efficiently addressed. Yet, a remarkably low academic research to solve this issue has been made, leaving contact centre managers to rely on low-studied and/or unproven concepts. This dissertation intends to contribute to find which factors may contribute to explain client satisfaction and call centres sales by correlating several metrics with indicators of satisfaction and sales, from data provided by the bank Santander Totta, during the development of a consulting project, broadening the spectre of possibilities for future research.

The dissertation found relationships between satisfaction and a contact centre's ability to be available to answer contacts and to deal with clients in an effective and personal manner. As for sales, there are relationships with the role of the interactive voice response, as well as satisfaction and the number of transactions processed.